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CENTRAL INTELLIGENCE AGENCY  
Intelligence Information Cable

ROUTINE

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DIST 9 JUNE 1967

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(C)

COUNTRY NORTH VIETNAM

DOI LATE MAY 1967

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SUBJECT EFFECT OF THE GOVERNMENT PROPAGANDA ON THE MORALE OF THE POPULACE  
IN HANOI

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FIELD NO.

SOURCE

THE MORALE OF THE POPULACE OF HANOI IS UNIFORMLY LOW AND GRADUALLY BECOMING WORSE. THE PEOPLE ARE TIRED OF THE WAR, BUT DESPITE THIS, THE MAJORITY BELIEVE THE GOVERNMENT PROPAGANDA PUBLISHED CONCERNING THE NUMBER OF U.S. PLANES SHOT DOWN, THE NUMBER OF NORTH VIETNAMESE (NVN) SUCCESSES IN THE SOUTH, AND NORTH VIETNAM'S ULTIMATE VICTORY IN THE WAR. THE CONSENSUS

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IS THAT NORTH VIETNAM WILL CONTINUE THE WAR UNTIL THE LAST BULLET IS FIRED AND SOVIET AND CHINESE AID CEASES, OR THE UNITED STATES WITHDRAWS FROM SOUTH VIETNAM.

MOST OF THE VIETNAMESE BELIEVE THAT THE GOVERNMENT WILL EXECUTE ANOTHER DIEN BIEN PHU ON THE UNITED STATES). THIS DETERMINATION AMONG THE POPULACE TO CONTINUE TO FIGHT IS

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MAINTAINED AT A HIGH PITCH BY THE CONSTANT PUBLICATION OF EXAGGERATED U.S. LOSSES IN SOUTH VIETNAM.

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2. HATRED OF THE U.S. PREDOMINATES OVER FEELINGS OF APATHY. [REDACTED]

THIS VARIES SOMEWHAT ACCORDING TO DAY AND THE PERSON TO WHOM YOU ARE TALKING).

THE PRESS AND RADIO CONSTANTLY PUBLISH REPORTS ON THE EXTENT OF BOMB DAMAGE TO "CIVILIAN" TARGETS WITH MANY PICTURES OF DEAD CIVILIANS, ESPECIALLY CHILDREN. A

LARGE PRESS PLAY IS ALSO GIVEN TO THE PROTESTS IN THE U.S., THE NEGRO PROBLEM, AND EVIDENCE OF DISSENT AMONG THE AMERICAN PEOPLE. PUBLIC MEDIA ACKNOWLEDGE THAT THE WAR LASTED FOR TWENTY YEARS, BUT ENCOURAGES THE PEOPLE TO HANG ON FOR ANOTHER TWO YEARS WHEN VICTORY IS ATTAINED. [REDACTED] THE TOTAL IMPRESSION RECEIVED FROM TALKING TO A FEW VIETNAMESE [REDACTED] AND FROM OBSERVATION OF THE CONDUCT OF THE PEOPLE AT THE EXTENSIVE PROPAGANDA DISPLAYS, IS THAT THEY TEND TO ACCEPT MOST <sup>OF</sup> WHAT THE GOVERNMENT TELLS THEM, THAT THEY RESENT ALL AMERICANS AND THAT THEY ARE PREPARED TO RESIST UNTIL THEY WIN).

3. THE WAR MUSEUM IN HANOI CONTAINS A HUGE WALL CHART SHOWING THE COUNTRIES OF THE WORLD AND THE INCIDENTS WHICH INDICATE SUPPORT FOR THE NORTH VIETNAMESE GOVERNMENT. THIS CHART, WHICH COVERS THE DEMONSTRATIONS, PROTESTS AND DRAFT CARD BURNINGS, IS CONSTANTLY KEPT UP TO DATE.

4. [REDACTED] DISSEM: STATE USMACV [REDACTED]

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DISSEMINATION